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**FILED**  
**BOARD OF OPTOMETRISTS**

**JAN 06 2012**

By: Carmen A. Rodriguez  
Deputy Attorney General  
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STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF OPTOMETRISTS

IN THE MATTER OF THE SUSPENSION  
OR REVOCATION OF THE LICENSE OF

**JOIE BRODY-SENDROFF, O.D.**  
**LICENSE NO. 27OA00592200**

TO PRACTICE OPTOMETRY  
IN THE STATE OF NEW JERSEY

Administrative Action

**CONSENT ORDER**

This matter was opened to the New Jersey State Board of Optometrists(hereinafter "the Board") upon receipt of an application by Melissa Manzo, O.D. for a license to engage in the practice of optometry in the State of New Jersey. The license application indicated that Ms. Manzo was employed as a part-time optometrist at Valley Eye Associates, located at 223 Old Hook Road, Westwood, New Jersey from June 1, 2011 to the time of the

application in July 2011. Subsequent to the receipt of the license application, the Board received a consumer complaint from W.T. alleging unlicensed practice of optometry by Ms. Manzo on June 13, 2011 regarding his receipt of an eye examination from Ms. Manzo at Valley Eye Associates located in Westwood, New Jersey. The complainant also alleged that the eye examination provided by Dr. Manzo was billed with Joie Brody-Sendroff, O.D. indicated as the provider. The complainant alleges that Dr. Brody-Sendroff did not provide any optometric services to him on June 13, 2011.

On October 19, 2011 Dr. Brody-Sendroff appeared at an investigative inquiry represented by James Schragger, Esquire. Dr. Brody-Sendroff testified that she is the owner of Valley Eye Associates located in Westwood, New Jersey and that she hired Melissa Manzo, O.D., on June 1, 2011. Her testimony confirmed that within two weeks of her employment, Ms. Manzo was conducting eye examinations on patients. Dr. Brody-Sendroff also confirmed that Dr. Manzo performed the eye examination on W.T. on June 13, 2011.

Dr. Brody- Sendroff confirmed that she was aware that Ms. Manzo, a recent graduate with a degree as a doctor of optometry, was applying for a license to practice optometry in NJ but that she had not obtained a license at the time she was hired. She testified that she contacted the NJ State Society of Optometric Physicians and inquired as to how to legally bring “a new grad into the practice as an assoicate if she is still waiting for her board results?” She received two email responses that she relied upon. One email she received advised her that the new grad “as a new resident could see patients, but that she must sign the charts and scripts, be in the office when the patient was seen by them,

and the billing must be under your info.” The second email was from an optometrist who was initially hired by an ophthalmologist as a new grad. This individual stated that she “was able to do exams however he needed to sign off everything, just like when you are on rotations. Once I had my license, I was able to work independently.”

Dr. Brody-Sendroff further testified Ms. Manzo was not permitted to perform eye examinations as of September 13, 2011 when Ms. Manzo was informed by the Board staff that she was not permitted to engage in the practice of optometry until she received a certificate of registration authorizing her to practice optometry. Dr. Brody-Sendroff claimed, as did Dr. Manzo in testimony before the Board that as of September 13, 2011 Dr. Manzo continued her employment but her duties were primarily administrative.

The information on the license application and the testimony of Dr. Brody-Sendroff and Melissa Manzo, O.D. revealed that the Respondent engaged in the aiding and abetting of unlicensed practice of optometry by permitting the individual named herein to conduct eye examination in her office for a period of three months prior to obtaining a license to practice as an optometrist in violation of N.J.S.A. 45:12 -19.1. and N.J.S.A. 45:1-21(n).

The Board having considered the aforesaid information, and the parties being desirous of resolving this matter without the necessity for further formal proceedings; and Respondent acknowledging that she aided and abetted the unlicensed practice of optometry in New Jersey as alleged above, and having waived any right to a hearing in this matter; and the Board finding that good cause exists for the entry of the within Order;


IT IS, THEREFORE ON THIS 6<sup>th</sup> DAY OF January, ~~2011~~ 2012  
HEREBY ORDERED AND AGREED THAT:

1. Respondent, Joie Brody-Sendroff, is hereby reprimanded for engaging in the aiding and abetting of the unlicensed practice of optometry pursuant to N.J.S.A. 45: 1-21(n).

2. Respondent, Joie Brody-Sendroff, shall contemporaneously with the signing of this Order, pay a civil penalty in the amount of \$1000.00 for aiding and abetting the unlicensed practice of optometry. Payment of the penalty shall be made by certified check or money order payable to the Treasurer of the State of New Jersey and forwarded to the attention of Lisa Affinito, Executive Director, State Board of Optometrists, 124 Halsey Street, 6<sup>th</sup> Floor, Newark, P.O. Box 45012, New Jersey 07101. Failure to submit the full amount of penalty may result in the filing of a Certificate of Debt against the respondent in the Superior Court of New Jersey as well as other legal proceedings.

3. Respondent, Joie Brody-Sendroff shall pay the cost of the investigative inquiry in the amount of \$276.00. This amount shall be paid by certified check or money order made payable to the Board of Optometrists and sent to the attention of Lisa Affinito, Executive Director of the Board, at the address listed in paragraph three above, contemporaneously with the signing of this Order.

NEW JERSEY STATE BOARD  
OF OPTOMETRISTS

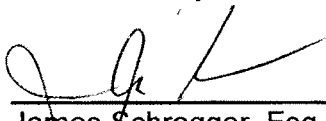
By:   
Mitchell Fink, O.D.  
Board President

I have read and understand the within Order and I agree to the be bound by its terms. Consent is hereby given for the Board to enter this Order.

  
\_\_\_\_\_  
Joie Brody-Sendroff, O.D.

Dated: 12/14/11

This Order is agreed to as to form and entry.

  
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James Schragger, Esq.  
Attorney for Joie Brody-Sendroff O.D.